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► To cite this version:

Cyril Masselot, Olivier Galibert. Digital socialization in a Territorial Intelligence case: The Fontaine d'Ouche area in Dijon (Burgundy, France).. 12th Annual International Conference of Territorial Intelligence "Innovación Social y nuevos modos de gobernanza para la transición socio-ecológica", Nov 2013, Spain. halshs-00931706

HAL Id: halshs-00931706

<https://shs.hal.science/halshs-00931706>

Submitted on 22 Apr 2014

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Digital socialization in a Territorial Intelligence case: The Fontaine d'Ouche area in Dijon (Burgundy, France)

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How to mobilize citizens around eco-responsible conducts? With the "Transition Towns MOVIDA" project (<http://programme-movida.fr>), we wish to identify levers related to a most sustainable consumption, in reference to the Transition initiated by Rob Hopkins. The present proposal consider all possible "socio-technical communicational" devices that can support the socio-ecological transition in a local area such as Fontaine d'Ouche in Dijon: reflexivity spaces (fear and hopes, actions and attitude) in a dialogical base for decision-making (at individual and collective level). What kind of ICT devices should allows inhabitants of the Fontaine D'ouche area to be more resilient? In this case, how information and communication sciences can participate to a project of territorial intelligence?

Through our research field, the area of Fontaine d'Ouche in the city of Dijon (Burgundy, France), we propose to consider the ideology of democratic participation through a double injunction coming from the Internet imaginary and the principles of sustainable development, based on a Facebook Page Design focused on the themes of the « eco-citizens consumption ».

Keywords : Social network, sustainable consumption, Web 2.0, participation, territorial intelligence, communication

Submission content :

Framework of our research program : « Transition Towns, the case of Fontaine d'Ouche », MOVIDA Program

In May 2011, has been published on the website of the Ministry of Environment, Sustainable Development, Transport and Logistics of France (MEDDTL), a call for funding research projects in order to understand the levers of sustainable consumption. This program, named MOVIDA, aims to assist the government policy in accompanying consumerist changes provoked by taking into account the ecological imperative. We decided to study the consumption practices of an area of the city of Dijon in Burgundy (France), mixing condo in big buildings, residential areas of individual houses, green spaces. In this interdisciplinary research program which also gathers psychosociologists, economists, geographers, one of the research issue is to consider the role of communications tools 2.0, particularly in mobilizing and assisting inhabitants towards sustainable consumption practices. Our project has been laureate of this funding program and we began the scientific work since the first of January 2012.

The Web 2.0 in order to involve inhabitants in the eco-consumption path ?

Our research on Web 2.0 tools is part of a participatory and co-constructive approach. It aims to involve all stakeholders in the creation and dissemination of eco-citizens consumption practices in the field of mobility, leisure (sport and culture) and food. The social utility of the project is to support the implementation of concrete initiative as known as « transition experiences ». For Rob Hopkins, "[...] transition experiences represent a new evolutionary approach to sustainability for a community [...]. Although the peak oil and climate change is undoubtedly enormous challenges they carry with them the possibility of an economic, cultural and social innovation. We will see a blossoming of local businesses, local solutions and skills and an explosion of creativity and cunning. " Obviously, we can not predict the development of these micro-level initiatives in the territories. The solutions expected by Hopkins displayed the predominance of micro-level actions. It is the accumulation of small and spontaneous experiments which must be generalized to enhance social innovation through the socio-ecological transition rules. This is a global change from a "top-down" to a "Bottom up" governance. How a social network as Facebook could be a good communication platform to initiate, stimulate or help this transitionnal experimentation of sustainable consumption ? Do the inhabitants have enough skills in using the Web 2.0 ? What kind of community management is required to succeed in this task of environmental education ? All these questions deal with the participation issue : What kind of communication devices and services are the best to enhance participation of the inhabitants ? What are the forms and norms of this participation ? Why is it so important to involve inhabitants and stake-olders in a debate ? How to animate and moderate the discussions in order to respect a communicationnal ethic (Habermas, 1987) ?

A double injunction for eco-citizenship online participation

In this paper we want to highlight the participation issue in the release of sustainable consumption good practices and representation. Through our research field, we propose to consider the ideology of democratic participation through a double injunction coming from the Internet imaginary and the principles of sustainable development.

On the one hand, we have identified, in a previous research on the e-community ideology (Galibert, Lepine-Nguyen, Pelissier, 2011) an injunction for internet users to get involved in discussion process on line. On the other hand, all the international charts, like for example the Agenda 21 principles, deal with the starring role of participative process in order to enhance the eco-citizenship.

Does this sustainable and technological injunction enhance ecological behaviour in a district as Fontaine d'Ouche ?

Empirical methods and first results

Our methods crossover 3 empirical approaches : First, we have realised, in march 2012, a quantitative inquiry on a representative sample of the district inhabitants. These first results show us an important « digital culture » of the inhabitants, especially young peoples. Particularly, it's interesting to notice that the inhabitants, despite their « working class » membership, are involved in the 2.0 uses, as same as the whole population. We also observe that the inhabitants are very receptive to food safety issues. However, as a benchmarking of locals website and Facebook pages showed us, the inhabitants are not currently involved in environmental communication 2.0. This first « quantitative » step in the knowledge of threads and opportunities for collaborative, discursive and participative communication tools to accompany people on the sustainable consumption shape a favourable situation to 2.0 ecological education.

Secondly, since september 2012, in order to validate our hypothesis, we figured out an « Opened questions » interviews. Within a qualitative inquiry framework, we make profitable the Internet most valuable users in the Fontaine d'Ouche district, identified in our first inquiry, to know if the pioneers of the local community management, for example the inhabitants who uses to administrate facebook group pages or other websites, an expert knowledge of the inhabitants involvement in the

Thirdly, In the same time, we planned an experimental ethnographical process based on a Facebook Page Design focused on the themes of the « eco-citizens consumption ».

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